



**Kitsap County**  
**Department of Community Development**  
**Outreach Plan for 2019 Zoning Use Table Update**

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**Purpose**

The purpose of this document is to summarize how the Kitsap County Department of Community Development (DCD) will generally conduct outreach related to the 2019 Zoning Use Table Update.

**Outreach Goals**

DCD believes that outreach for the 2019 Zoning Use Table Update must meet the following goals:

- Transparency** – Anyone can easily become informed about the process and access materials
- Predictability** – Processes are clearly and consistently communicated so everyone knows what to expect
- Opportunity** – Everyone can participate without significant barriers

**Key Outreach Objectives**

The following are the key outreach objectives DCD will achieve when conducting activities related to the 2019 Zoning Use Table Update.

Project Step	Outreach Objectives	Audience
Ongoing	<ul style="list-style-type: none"> <li>• Interested parties entering the process at any time can become familiar with the basic what, why, when, how, &amp; who info for project</li> <li>• Interested parties entering the process at any time can catch up and become familiar with project status and past progress</li> <li>• Interested parties entering the process at any time can subscribe to more targeted distribution list</li> <li>• People no longer interested can unsubscribe from the more targeted distribution list</li> </ul>	<ul style="list-style-type: none"> <li>• All interested parties (internal and external)</li> <li>• Late-comer participants</li> </ul>

Project Step	Outreach Objectives	Audience
Project Launch	<ul style="list-style-type: none"> <li>• Interested parties are introduced to the basic what, why, when, how, &amp; who info for project</li> <li>• Interested parties subscribe to more targeted distribution list</li> </ul>	<ul style="list-style-type: none"> <li>• Broadest relevant GovDelivery lists</li> <li>• GovDelivery lists from relevant prior projects</li> <li>• Known stakeholders &amp; interested parties</li> </ul>
Phase 1 - Scoping	<ul style="list-style-type: none"> <li>• Interested parties can provide input into the development of the proposal</li> <li>• Data and other information is collected from community and expert sources</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted GovDelivery lists</li> <li>• Existing advisory and community groups</li> <li>• Known stakeholders &amp; interested parties</li> </ul>
Phase 2 - Development	<ul style="list-style-type: none"> <li>• Interested parties can provide input into the development of the proposal</li> <li>• Draft proposal is shared (including alternatives, if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>• Broad community through targeted GovDelivery lists</li> <li>• Existing advisory and community groups</li> <li>• Known stakeholders &amp; interested parties</li> </ul>
Phase 3 - Analysis	<ul style="list-style-type: none"> <li>• Results of the analysis is shared (SEPA determination, staff report)</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted GovDelivery lists</li> <li>• Existing advisory and community groups</li> <li>• Known stakeholders &amp; interested parties</li> </ul>
Phase 4 - Consideration	<ul style="list-style-type: none"> <li>• Interested parties can provide input on the proposal and analysis (including alternatives, if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted GovDelivery lists</li> <li>• Existing advisory and community groups</li> <li>• Known stakeholders &amp; interested parties</li> </ul>
Project Close	<ul style="list-style-type: none"> <li>• Final outcome of the project is shared</li> <li>• Next steps for implementation are shared, if applicable</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted GovDelivery lists</li> <li>• Existing advisory and community groups</li> <li>• Known stakeholders &amp; interested parties</li> </ul>
Follow-on Implementation	<ul style="list-style-type: none"> <li>• Relevant information regarding implementation is shared, if applicable</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted GovDelivery lists</li> <li>• Existing advisory and community groups</li> <li>• Known stakeholders &amp; interested parties</li> </ul>

### Primary Outreach Tools

The following tools will be used by DCD when conducting outreach.

Tool	Purpose	Audience	Reach
Online Open House (project website)	<ul style="list-style-type: none"> <li>• What, why, when, how &amp; who info for project</li> <li>• Announcements (notices, events, etc)</li> <li>• Archive for interested parties &amp; late-comer participants</li> <li>• Access to documents</li> <li>• Access to online comment form</li> <li>• Access to other relevant information/education web pages</li> </ul>	Interested parties (internal and external) seeking information online	Will vary
Kitsap County Homepage	<ul style="list-style-type: none"> <li>• Kitsap News headline to provide a one-click pathway to major events in the project (i.e. public hearings, etc)</li> </ul>	Interested parties (internal and external) seeking information online	Will vary
DCD homepage	<ul style="list-style-type: none"> <li>• Graphical ad to provide a one-click pathway to the online open house</li> <li>• DCD News headline to provide a one-click pathway to major events in the project (i.e. public hearings, etc)</li> </ul>	Interested parties (internal and external) seeking information online	Will vary
GovDelivery	<p>Electronic messages to targeted distribution lists via email, SMS text, Facebook, &amp; Twitter</p> <ul style="list-style-type: none"> <li>• Project launch announcement (also sent to broad lists with invitation to subscribe to more targeted list)</li> <li>• Key process steps &amp; meetings</li> <li>• Online engagement opportunities (survey)</li> <li>• Plain talk version of legal notices published in Kitsap Sun (e.g. CPA Resolution, Application, SEPA, Hearing, Decision, etc)</li> <li>• Relevant implementation next steps</li> </ul>	Interested parties (internal and external) wanting to receive notifications	? Code Update List
Nextdoor	<ul style="list-style-type: none"> <li>• Neighborhood relevant communications</li> <li>• Expand reach of key GovDelivery announcements</li> </ul>	Residents subscribed to "Neighborhoods" in the County	~ 18,200
Legal Notices Published in Kitsap Sun	<p>Notifications required by law</p> <ul style="list-style-type: none"> <li>• CPA resolution adoption</li> <li>• Application</li> <li>• Public Hearings</li> <li>• SEPA determination</li> <li>• Ordinance adoption</li> </ul>	Interested parties (external)	~ 30,000

Tool	Purpose	Audience	Reach
Formal Notification to Tribal Governments & Organizations	Government-to-Government notification to sovereign tribal governments as well as formal tribal organizations (e.g. Point-No-Point Treaty Council and Northwest Indian Fisheries Commission)	Tribes with usual and accustom areas that include any part of Kitsap County	7 Tribes, 2 Orgs
Workshop(s)	Opportunity to share project information, collect input, and engage in group discussion	Interested parties (internal and external)	Estimate (5-30) per event
In-person Open House	Opportunity to share project information, collect input, and engage in one-on-one discussion	Interested parties (external)	Estimate (5-30) per event
Cognito	Online survey	Interested parties (internal and external)	Will vary
Press Releases	Notify press of important projects at timely and relevant process points	News organizations	Will vary
Kitsap1 Call Center	Provide callers <ul style="list-style-type: none"> <li>• Immediate basic project information</li> <li>• Direction to online open house for self-service</li> <li>• Immediate routing to appropriate staff for further assistance</li> </ul>	Interested parties (external) calling DCD	Will vary
DCD Permit Center	<ul style="list-style-type: none"> <li>• Inform visitors of project</li> <li>• Answer visitor questions</li> <li>• Receive comments delivered in person</li> </ul>	Interested parties (external) visiting DCD	Will vary
Smartsheet.com	Online public comments <ul style="list-style-type: none"> <li>• Submittal form</li> <li>• View submitted comments in real time</li> </ul>	Interested parties (external)	Will vary
Standing Advisory Groups	Existing advisory groups: <ul style="list-style-type: none"> <li>• Receive all GovDelivery notifications</li> <li>• Receive project updates from staff</li> </ul>	CACs, DAG, Planning Commission	CACs (55), DAG (15), PC (9)
DCD Director	Be ambassador for project	Public and private meetings	Will vary
DCD Outreach Staff	Be ambassador for project	General public at outreach events	Will vary
County Commissioners	Be ambassador for project	Public and private meetings	Will vary

### Scoping Phase - Preliminary Outreach Schedule

The following list of stakeholders will be reached by DCD when conducting outreach during the initial scoping phase.

Group Reached	Meeting Type	Date	Time	Location
All Ports Meeting- Port Districts	Quarterly All Ports	7/29	6:30 Potluck starts at 5	Brownsville Yacht Club office (9790 Ogle Road NE, Bremerton 98311)
Manchester	CAC	6/4	6 pm	Manchester Library
Central Kitsap	CAC	6/5	5 pm	Silverdale Beach Hotel
Suquamish	CAC	6/6	6 pm	Suquamish Elementary
Kingston	CAC	6/12	6:30 pm	Village Green
Port Orchard Chamber of Commerce, emailed 5/23	TBD	TBD	TBD	First Christian Church
Silverdale Chamber of Commerce, emailed 5/23	TBD	TBD	TBD	
Kingston Chamber of Commerce Stakeholders Group, meets first Friday of the month, emailed 5/23	TBD	TBD	TBD	
Department Advisory Group (DAG)	DAG	5/28 & 6/25	7:30 am	
Kitsap Economic Development Alliance	Email	June	8-10 pm	2021 NW Myhre Rd.
Kitsap Alliance of Property Owners (KAPO)	KAPO	6/27	5:30 pm	Denny's, Bremerton
Kitsap Builders Association (KBA) (Dev Council 1 <sup>st</sup> Thurs) (Monthly lunch 1 <sup>st</sup> Wed)	Leadership Lunch- Jeff, Dev. Council- Jim	6/5- Jeff 6/6- Jim		
Kitsap Realtors Association (emailed 5/16)	Email	June		
Puget Sound Regional Council, Kitsap Regional Coordinating Council, Suquamish Tribe, Port Gable S'Klallam Tribe, Bremerton, Port Orchard, Poulsbo, Bainbridge Island, Washington Dept. of Commerce	Email LUTAC	June		

### Key Project Contacts

Role	Name
Project Executive Sponsor	Jeff Rimack, Director Jim Bolger, Assistant Director
Project Champion	Dave Ward, Planning & Environmental Programs Manager
Project Lead	Liz Williams, Planner
Internal Project Team	Dave Ward, Planning & Environmental Programs Manager Scott Diener, Development Services and Engineering Manager Shawn Alire, Development Services and Engineering Supervisor Liz Williams, Planner Darren Gurnee, Planner Meg Sands, Planner Sarah Ottele, Permit Coordinator Natalie Marshall, Outreach Specialist Cindy Read, GIS Analyst Robyn Readwin, Executive Assistant
Media Contact	Natalie Marshall, Outreach Specialist
Web Page Editors	Cindy Reed, GIS Analyst Loren Chilson, Technology Technician Natalie Marshall, Outreach Specialist
GovDelivery Account Managers	Natalie Marshall, Outreach Specialist Doug Bear, Kitsap County Communications Manager
Nextdoor Account Managers	Natalie Marshall, Outreach Specialist Doug Bear, Kitsap County Communications Manager
Smartsheet Account Managers	Peter Best, Planner Liz Williams, Planner Darren Gurnee, Planner
Cognito Account Manager	Natalie Marshall, Outreach Specialist

### Acronyms

BoCC – Kitsap County Board of County Commissioners  
CAC – Kitsap County Citizen Advisory Committees (Kingston, Suquamish, Silverdale, Manchester)  
CPA – Comprehensive Plan Amendment  
DAG – Department of Community Development Advisory Group  
DCD – Department of Community Development  
PC – Kitsap County Planning Commission  
SEPA – Washington State Environmental Policy Act  
TBD – To be determined